



**Modern Profit**

# **The Authority Content Framework**

A proven content creation process for the AI era

2025

T H E   P R O B L E M

# Content Has Changed

The traditional playbooks can't keep up

## AI is transforming content marketing.

Traditional SEO keyword strategies are losing relevance due to rapidly changing search behavior. AI-generated summaries are reducing click-through rates and conversational, intent-driven queries are taking precedent over traditional keyword strategies.

In the same vein, AI is accelerating the volume of content creation and diluting the value of content that doesn't have topical authority and depth of expertise.

Even dominate companies with complete ownership over their own category aren't safe from the impacts of AI. In early 2025, **HubSpot** saw an **80% decline in web traffic** due to the evolving nature and impact AI has had on SEO.




# What is contributing to the declining impact of a keyword strategy?


Recent changes to Google's search algorithms appear to penalize content that lacks depth and topical authority. Websites producing content outside their primary expertise, **especially those perceived as targeting search rankings rather than providing genuine value**, have been adversely affected.

Google's ongoing rollout of the “Helpful Content” system evaluates whether **content is written for people**, not search engines. It now uses a site-wide signal - meaning just a few low-value pages can impact an entire domain.

Google is emphasizing domains with sustained, credible expertise in a focused subject area. Sites spreading thin across topics are losing rankings, even with high domain authority. What matters more is topical authority over volume.



In 2024, sites without clear authorship, credentials, or depth lost visibility - even large publishers like CNET and Bankrate experienced significant drops after relying on AI content.



# E-E-A-T Is No Longer Optional - It's Core

## AI is Saturating the Internet with Mediocrity

Over 90% of marketers now use AI to generate at least some content. AI-written articles can flood the web with surface-level content, but they lack:

- Original research
- First-person experience
- Nuanced POV
- Human tone and contextual insight



There is a new competitive edge: authority-led content rooted in human experience, unique voice, and expert insights. Google's ranking documentation now explicitly values:

### **E** EXPERIENCE

The author has personally done or lived what they're writing about.

### **A** AUTHORITATIVENESS

The author is a go-to resource in a niche industry or field.

### **E** EXPERTISE

The author has subject matter expertise, knowledge, or credentials.

### **T** TRUSTWORTHINESS

Readers can trust the content to be accurate and transparent



THE SOLUTION

# The Authority Content Framework



## Source Authority

*Start with people: your customer, your partners, your team.*

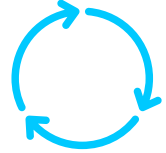
Identify internal experts  
Recruit external voices  
Vet credentials and experience



## Capture with Context

*Design for capturing rich conversations that reveal unique insights.*

Host an interview  
Record the experts  
Focus on stories, opinions, data, and real-world proof



## Syndication Strategy

*Turn one great conversation into a multi-channel strategy.*

Multi-channel campaigns  
Build trust and demand  
Optimize content for EEAT



**Website**

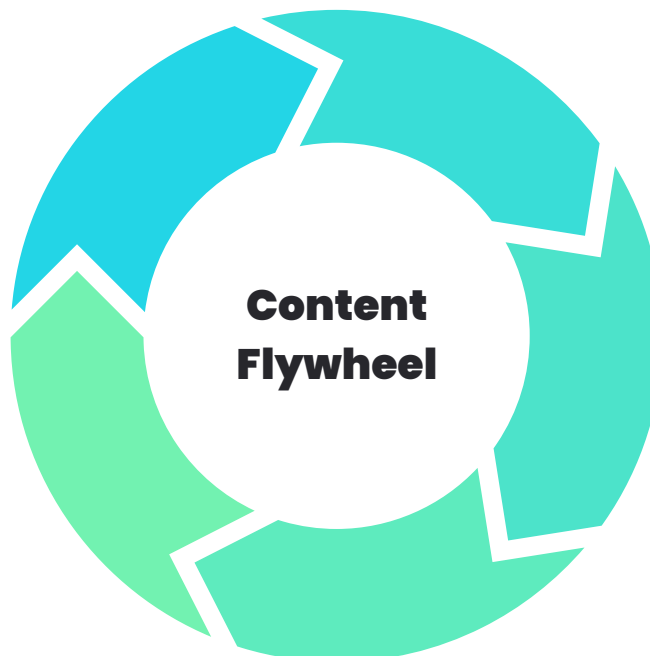
**Blog Post**

**Video**

**Social**

**Email**

**Enablement**



**Case Studies**

**Podcast**

**SEO**

**Testimonials**

**Advertising**

**Guides**





# Your Impact, Actualized

Marketing is more than a strategy.

It's about creating and extending meaning, connection, and value to drive impact - for your customers, your community, and your company.

With over 15 years in leading impact-centric global campaigns across nonprofit, B2B SaaS, healthcare, technology, and Fortune 500's, we believe deeply in empowering organizations and individuals to unlock the impact of modern strategies.

Our work focuses on:

- Strategic clarity
- Data-driven strategy
- People-first storytelling
- Building engaged communities
- Accelerating revenue and impact



HOW WE CAN HELP

# Services To Help You Scale Growth



## Brand & Messaging

***Stand Out, Not Scrolled Past***

Craft bold, memorable positioning and messaging that make your brand remarkable in a sea of sameness.



## Authority Content Strategy

***Content that earns influence.***

Scale content systems powered by expert voices that build trust and authority.



## Revenue Growth

***Align your ecosystem to drives revenue.***

Launch and scale go-to-market motions that drive awareness, adoption, and acceleration.



## Community Growth

***Your best growth engine is in network.***

Build and activate communities that champion your brand and amplify your reach.



## Category Development

***Eliminate the competition.***

Shape a narrative so compelling, customers see your solution as the only answer.



## Product Marketing

***Put your customer at the center.***

Unify GTM and product to translate product into powerful stories that convert prospects and activate users.

# Flexible Pricing Model

Three pricing tiers based on company size, engagement complexity, and potential impact of the project.

## Functional Support

**\$5,000+** per month

Hands-on implementation and execution for targeted support.

## Strategic Support

**\$8,500+** per month

Strategic oversight and leadership for critical marketing campaigns.

## Comprehensive Support

**\$15,000+** per month

Fractional-CMO support scaling your marketing efforts.

Every project individually scoped based on the scope of need and budget.

# Organizations Who Trust The Impact of Modern Profit





**Ready to discover more?**  
Explore your path to purpose and profit.

**contact**

[bryan@modernprofit.co](mailto:bryan@modernprofit.co)